



SANTA CRUZ WHARF

MASTER PLAN AND ENGINEERING REPORT

COMMUNITY BRIEFING: MAY 19, 2014

ROMA DESIGN GROUP • MOFFATT & NICHOL

Wharf's Legacy of Maritime and Commercial Fishing



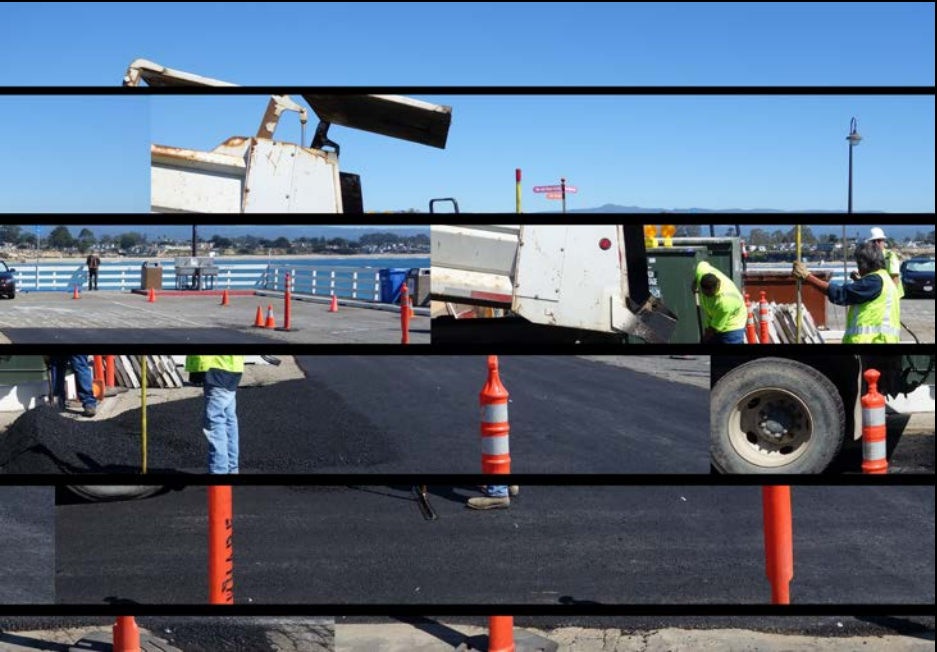
The Wharf is Longest Timber-Pile Supported Pier in the United States



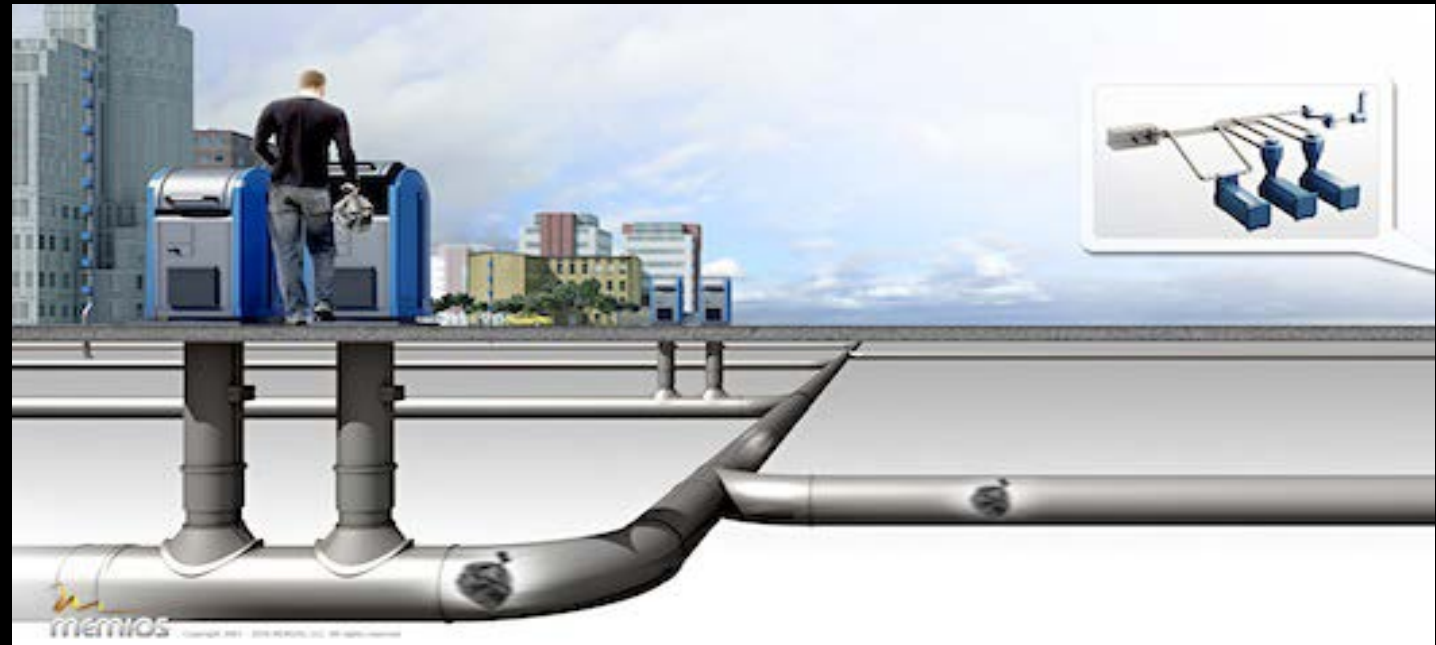
Engineering Survey Reveals Wharf is In Good and Serviceable Condition



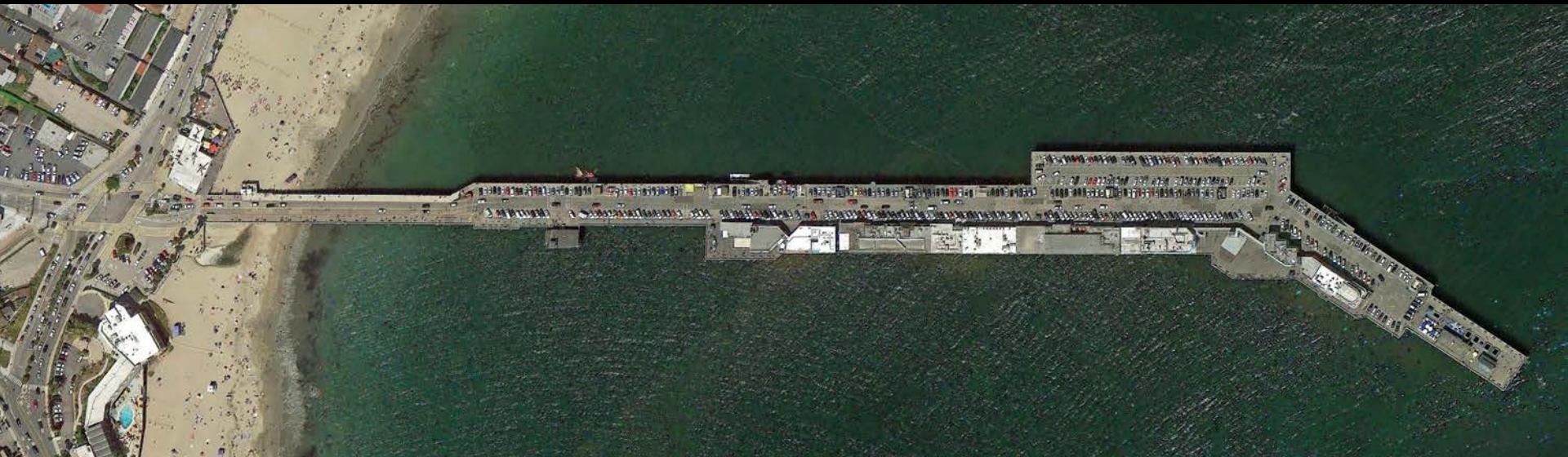
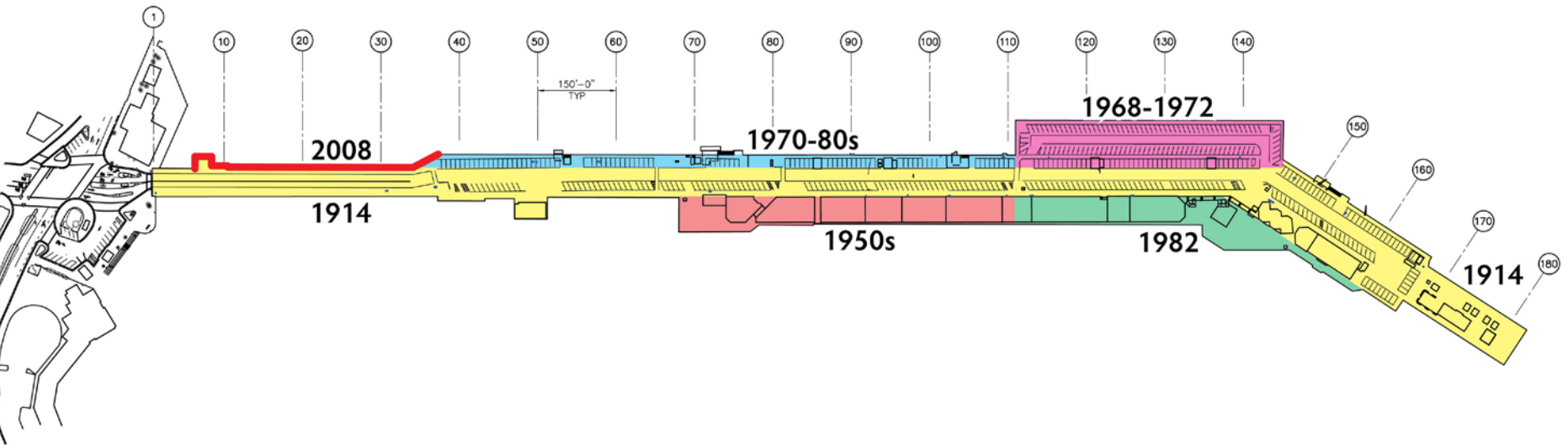
Pavement and Sub-Strate Issues Need to be Addressed



An Innovative Vacuum Garbage Collection System Proposed



Over Time The Wharf Has Been Expanded by 3.1 Acres for Commercial Use and Parking



Enhancing Economic Vitality and Sustainability – a Key Consideration



Engaging the Scenic and Environmental Qualities of the Bay



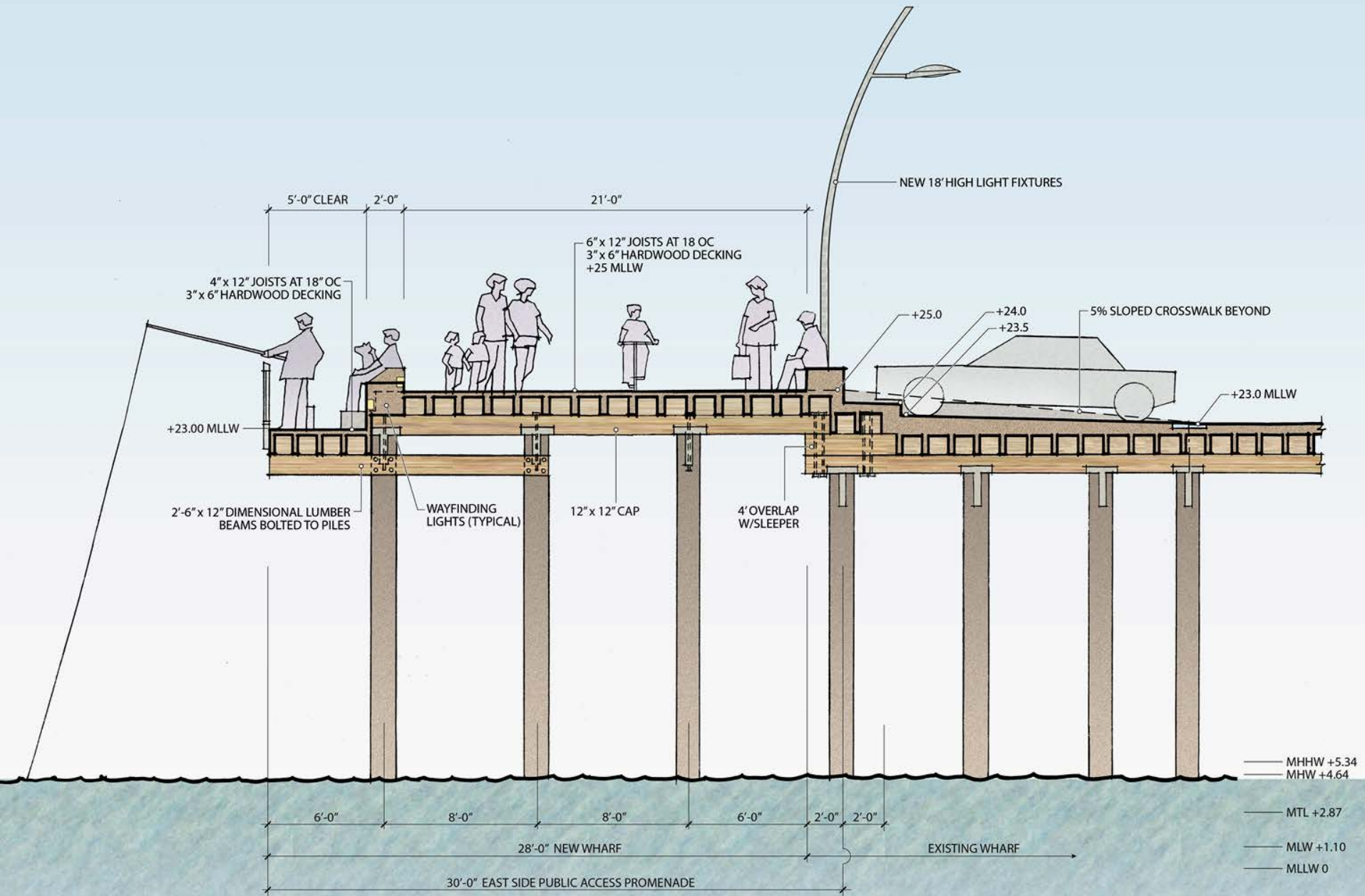
Perimeter Public Access is Limited and the Sidewalk Constrained



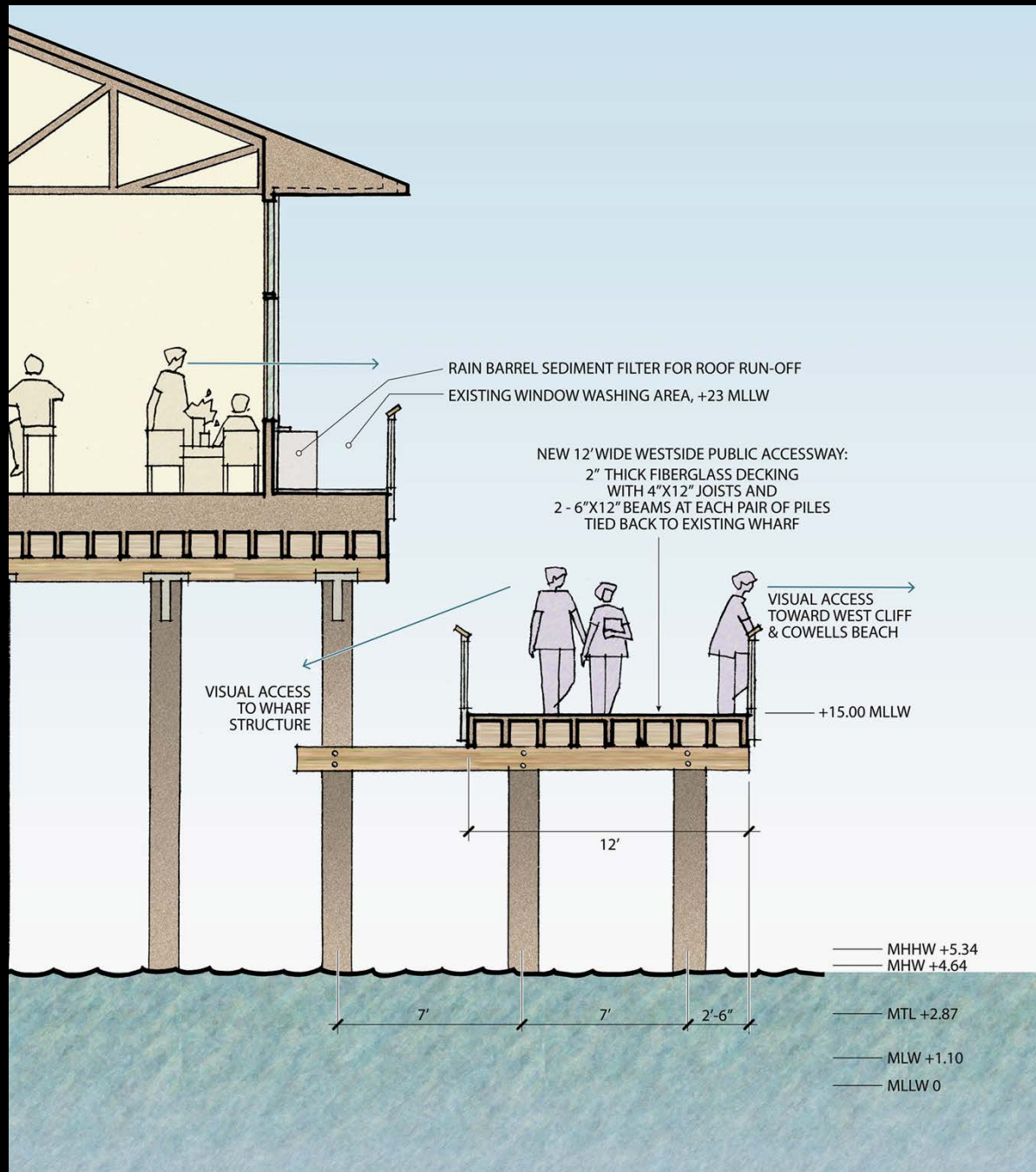
Enhancing the Public Access and Recreational Potential of the Wharf



Eastside Public Access Promenade – A New Dimension for the Wharf



Westside Walkway and the Missing Link



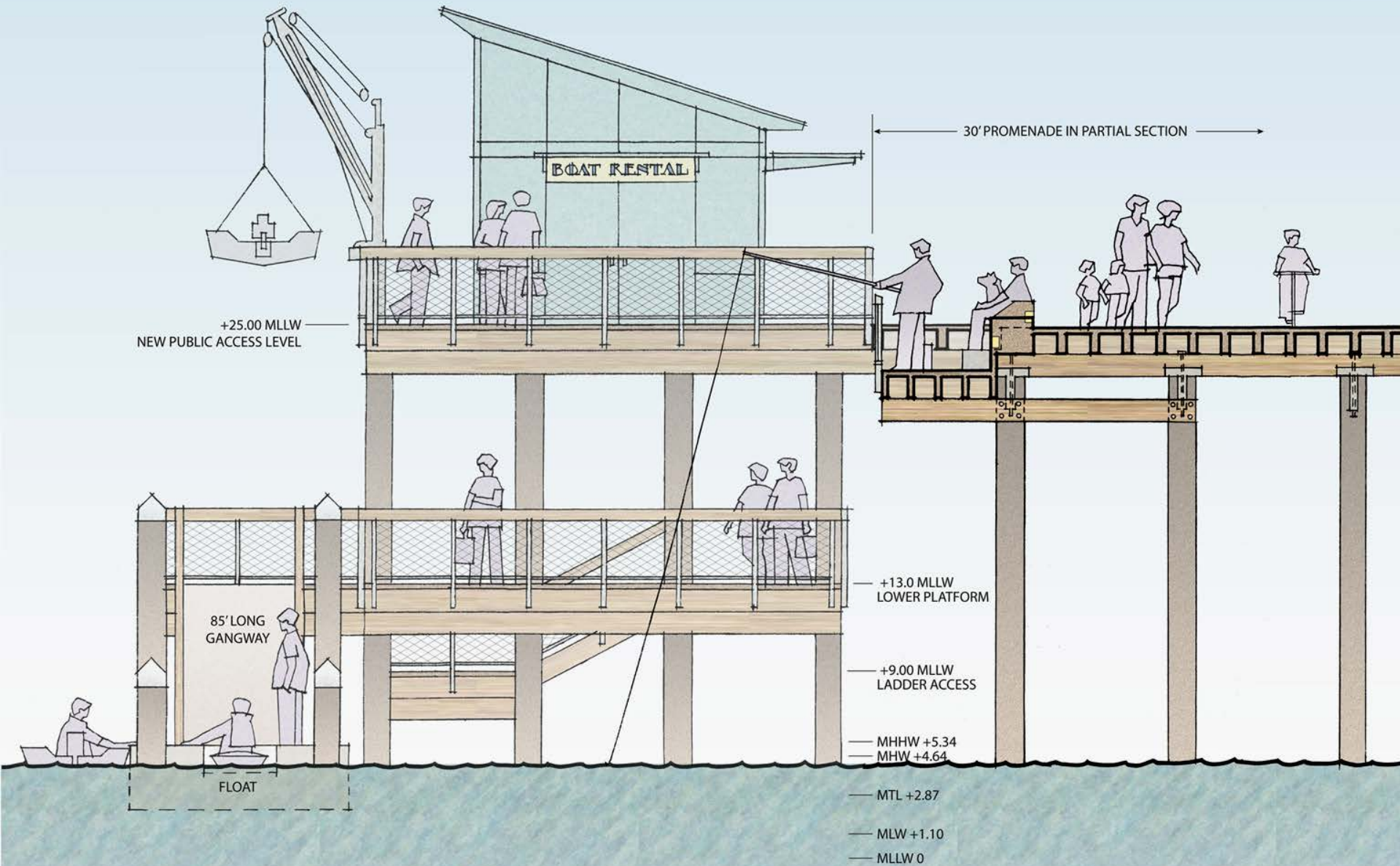
The East Promenade and West Walkway Will Help Stabilize the Wharf Against Extreme Storms



Enhancing Kayaking and Boating - Another Way to Experience the Bay



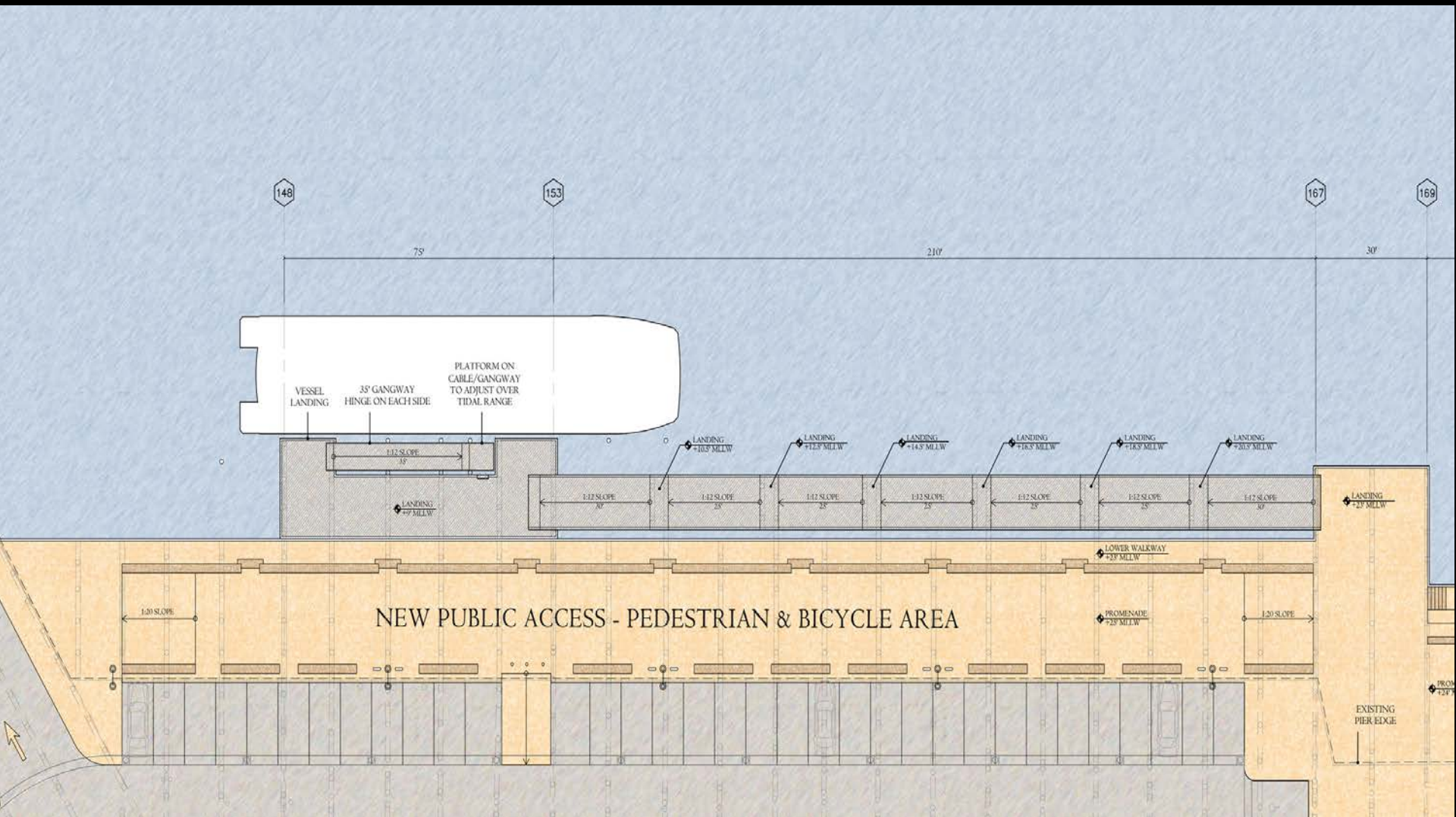
A New Small Boat Landing with Improved Accessible Facilities



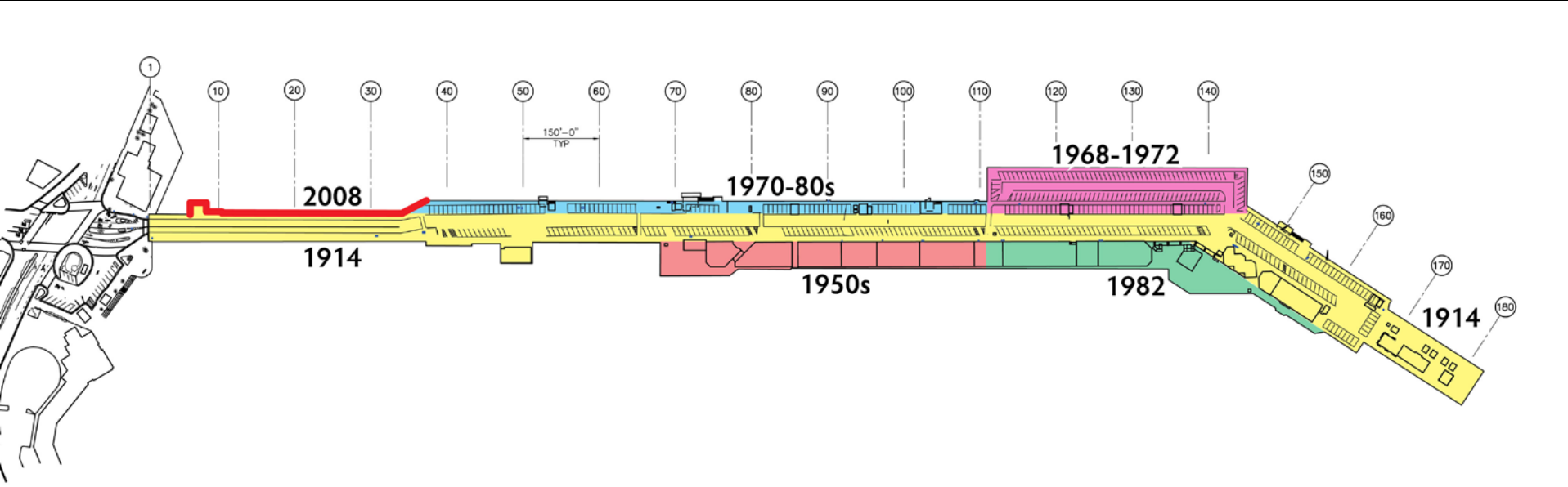
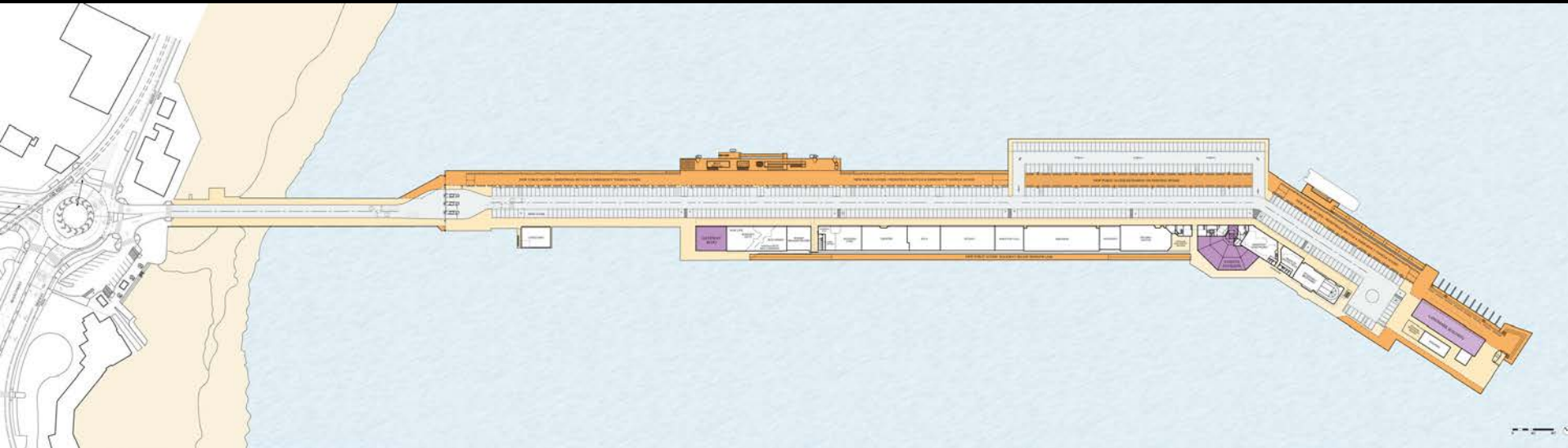
The New South Landing Will Extend the Experience into the Bay



New South Landing



A New 2.5 Acre Wharf Expansion for Public Access, Recreation & Boating



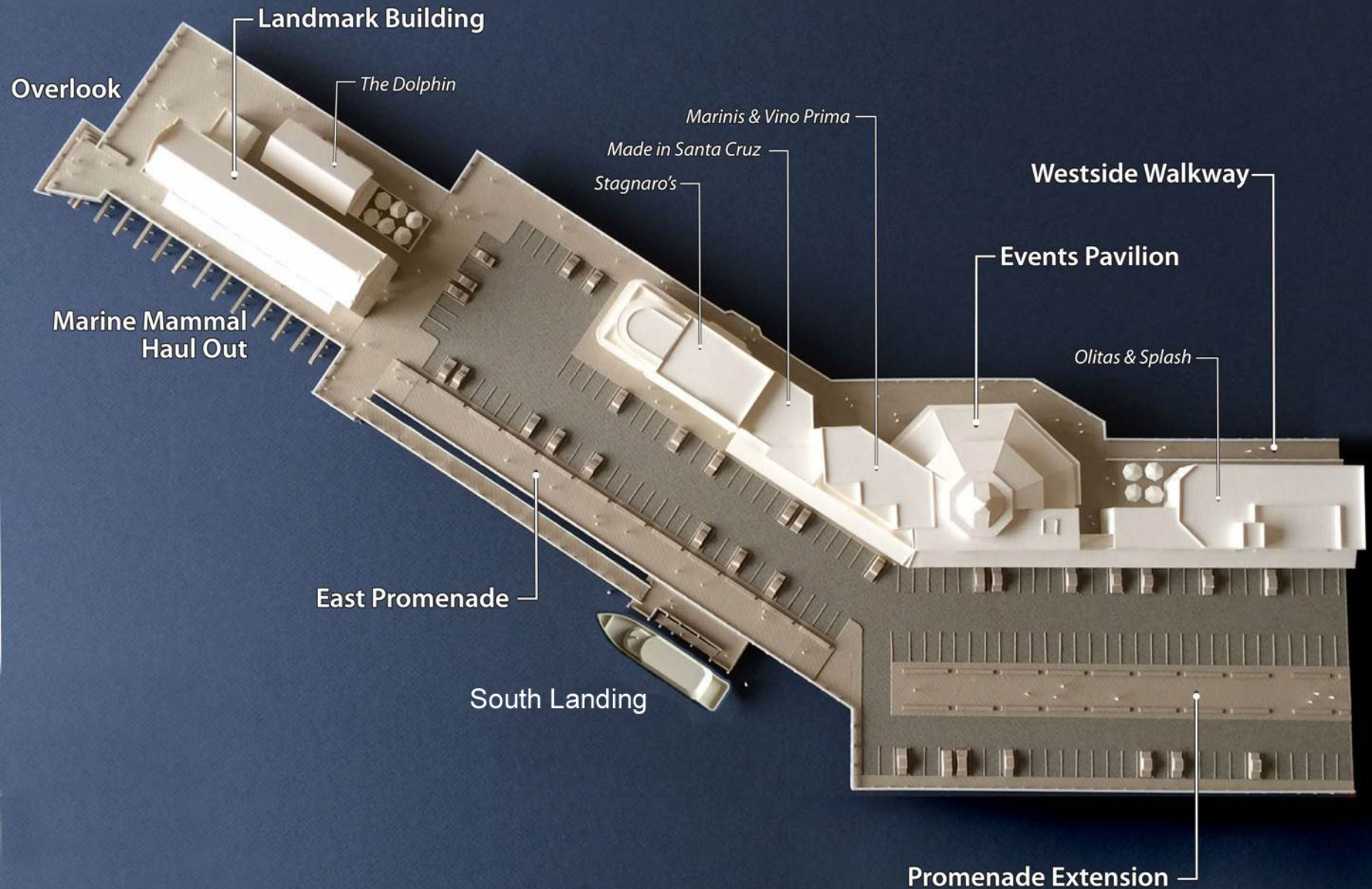
Enhancing the Human Experience of the Water's Edge



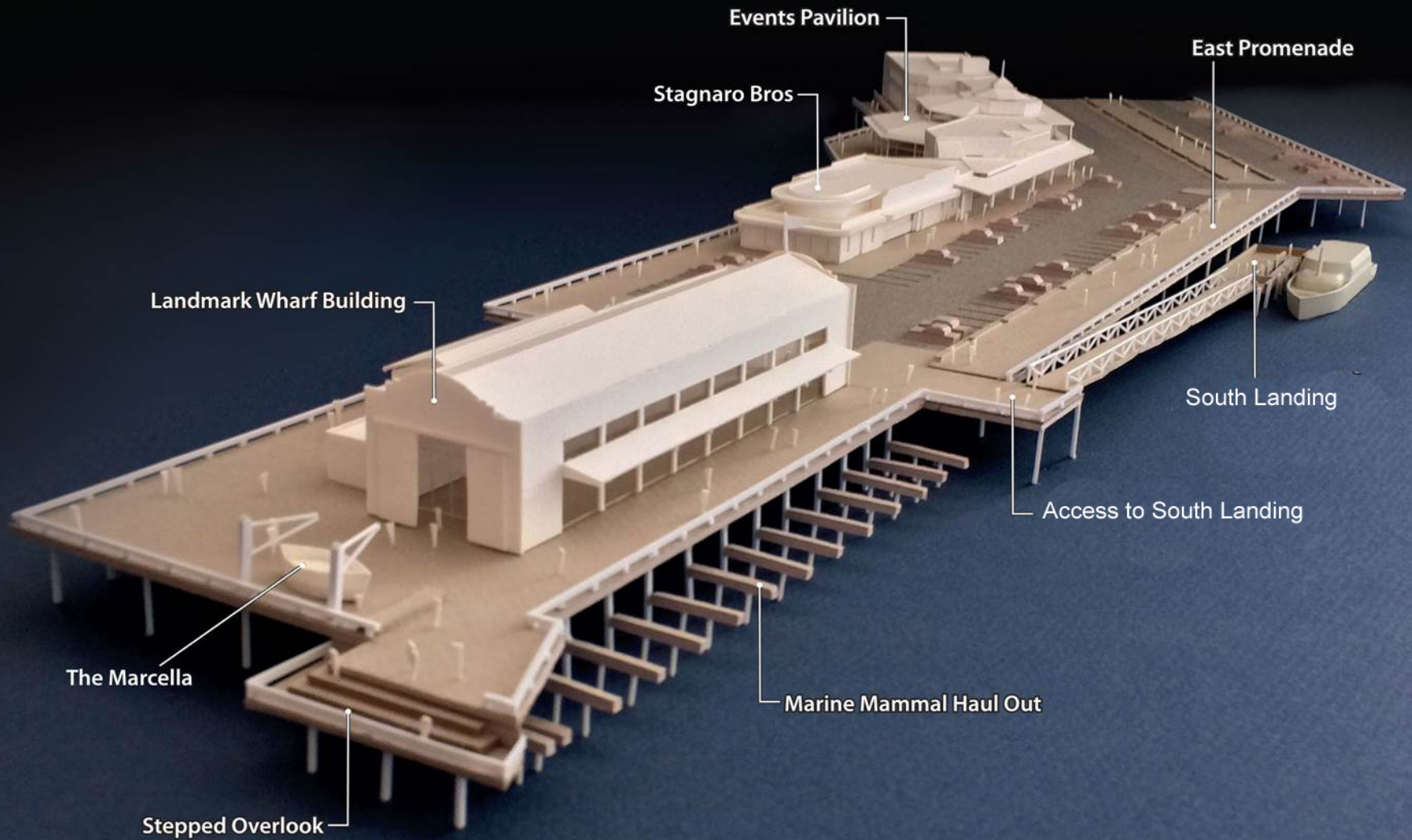
Bringing an Exhilarating Quality to the Wharf



Heightening the Experience of Place and Improving Public-Oriented Activities



The Bayward End of the Wharf should be a Destination



A New Way to Restore the Meaning of the Bayward End of the Wharf



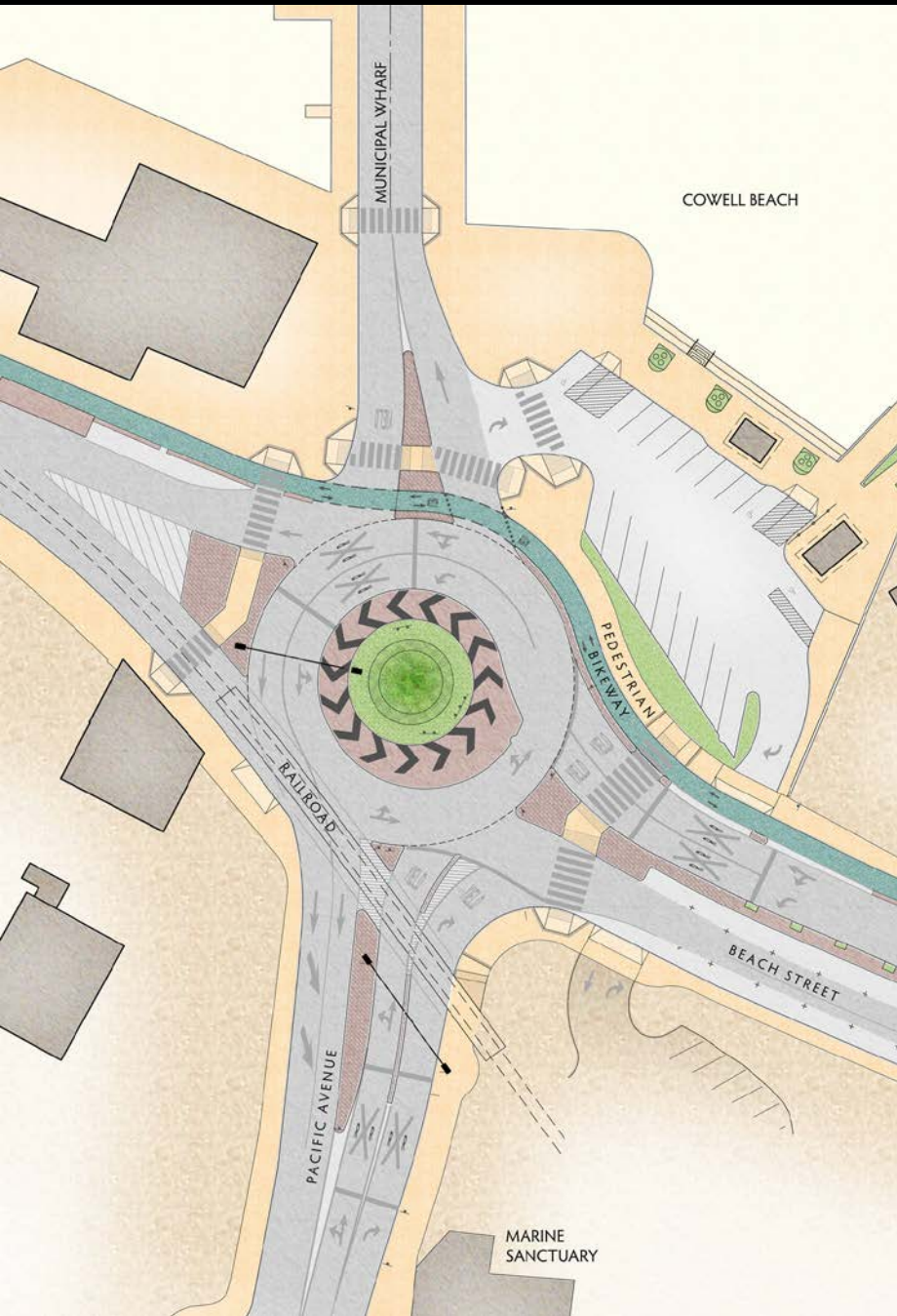
Public-Oriented Activities – Science, Education and the Maker Culture



The Events Pavilion Celebrates Place and Expands Usability



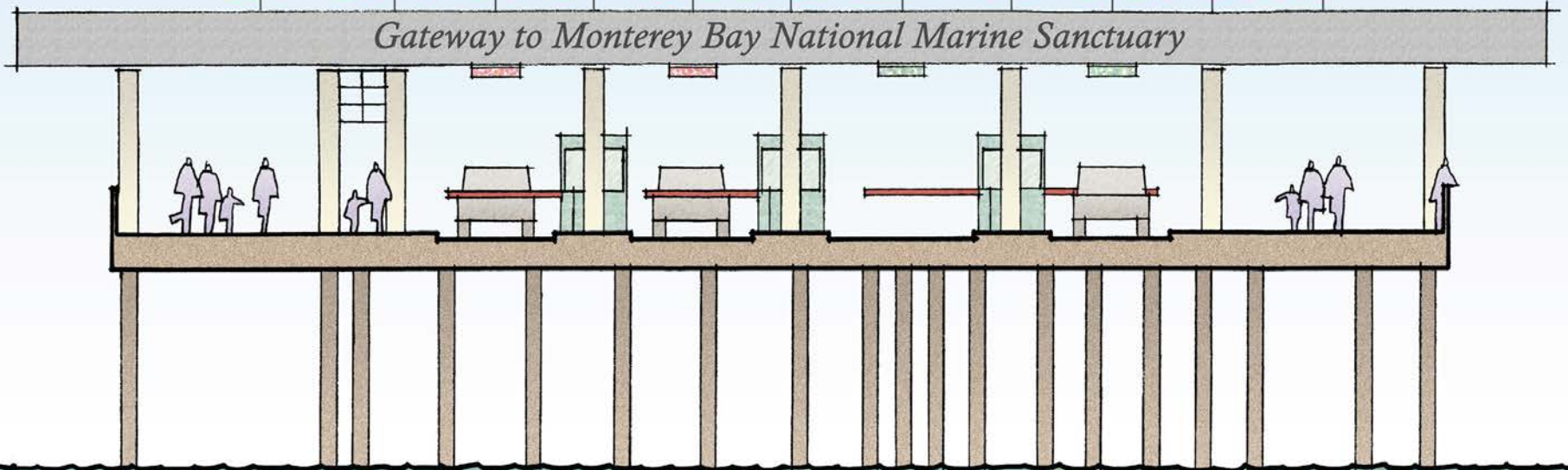
Improving the Wharf Entrance



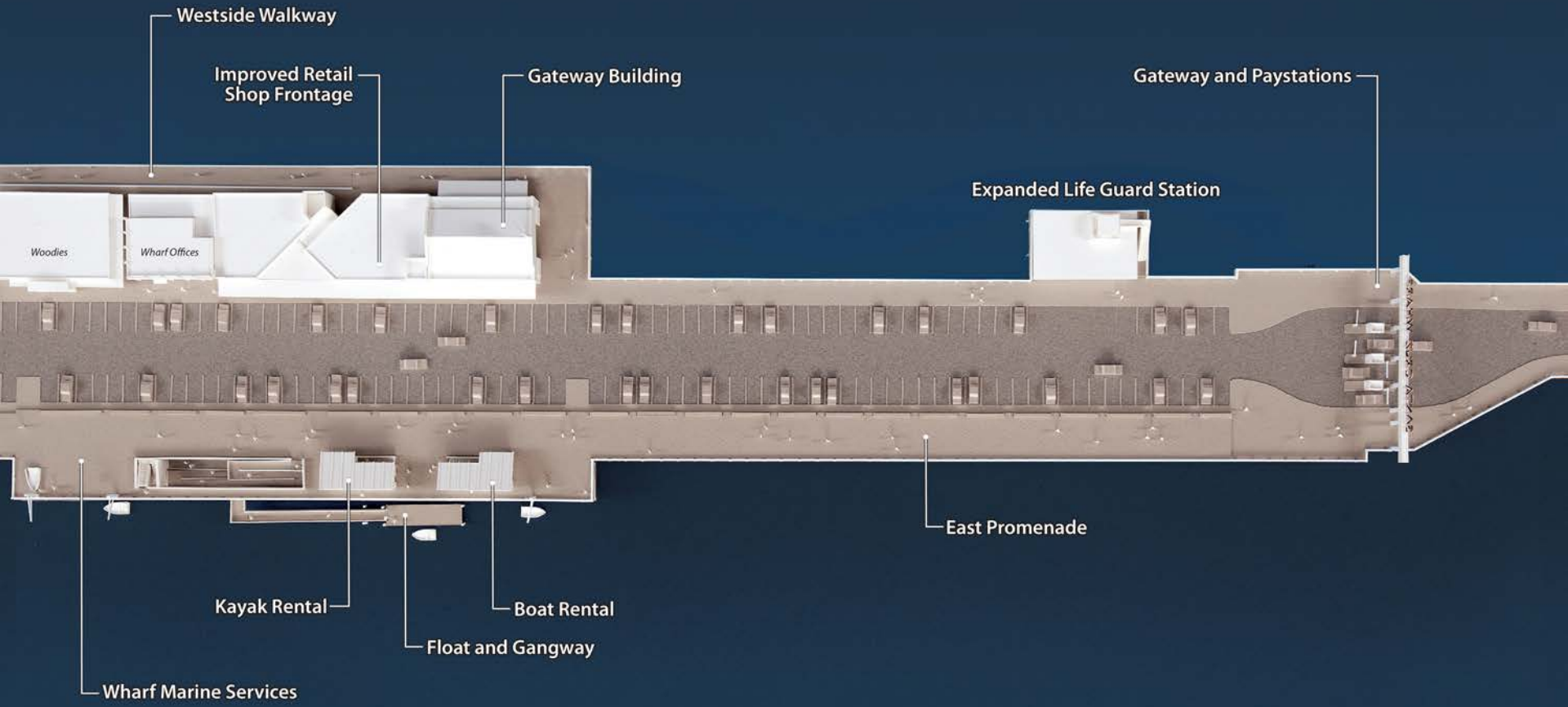
Preliminary Concept for the Gateway to the Wharf

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Gateway to Monterey Bay National Marine Sanctuary



The Landward End of the Wharf – Creating a Sense of Arrival



The Gateway Building Welcomes Visitors to the Wharf



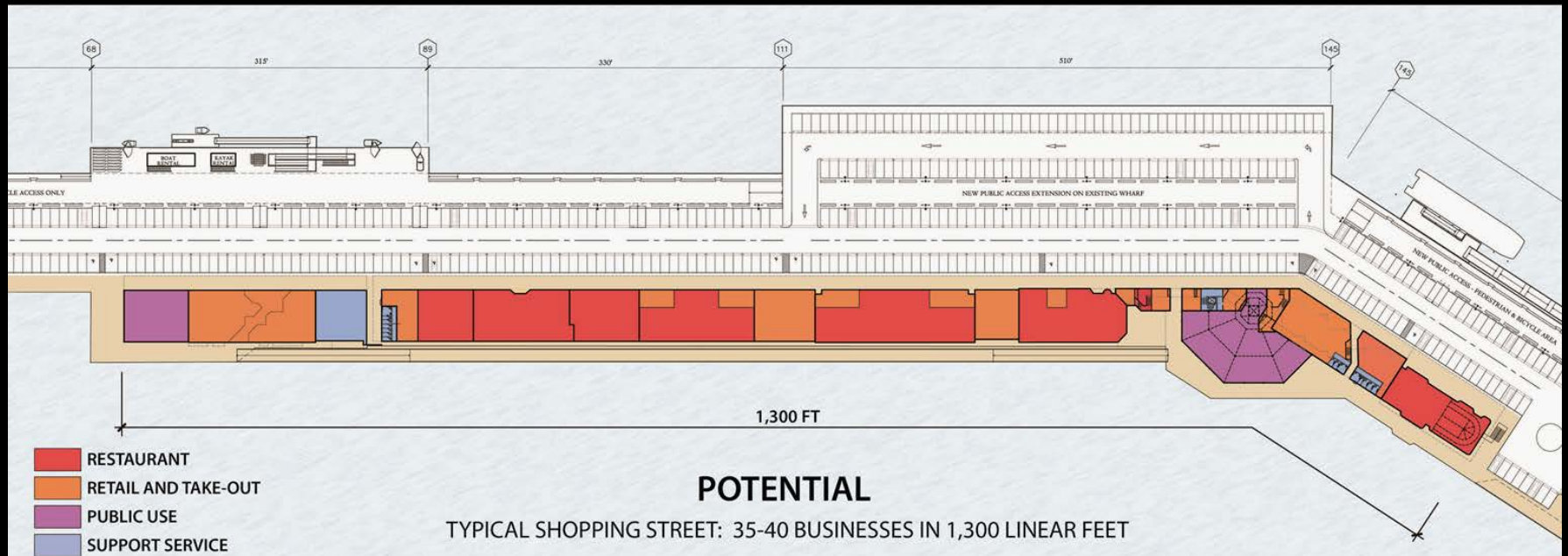
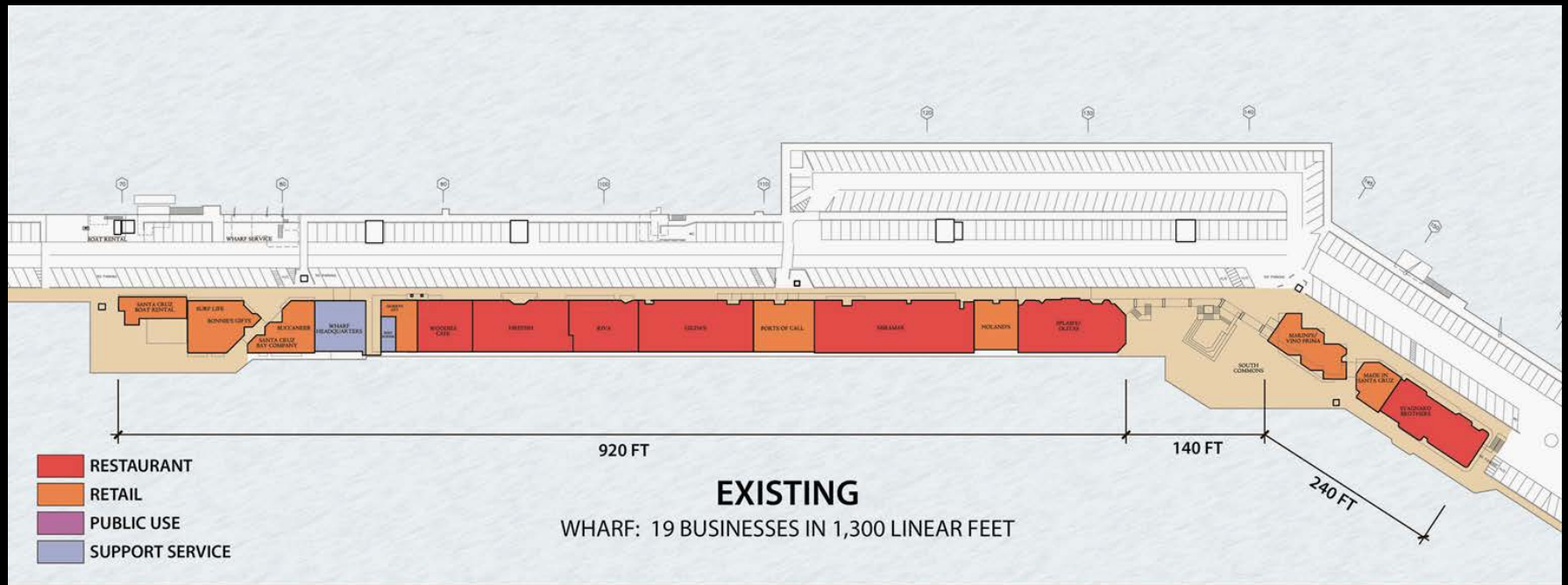
Improving Circulation and Parking



Focusing on the Commercial Uses



Potential for Greater Commercial Intensity and Diversity



Strengthening the Mix of Retail, Take-Out and Restaurant



What Happened to Curb Appeal?



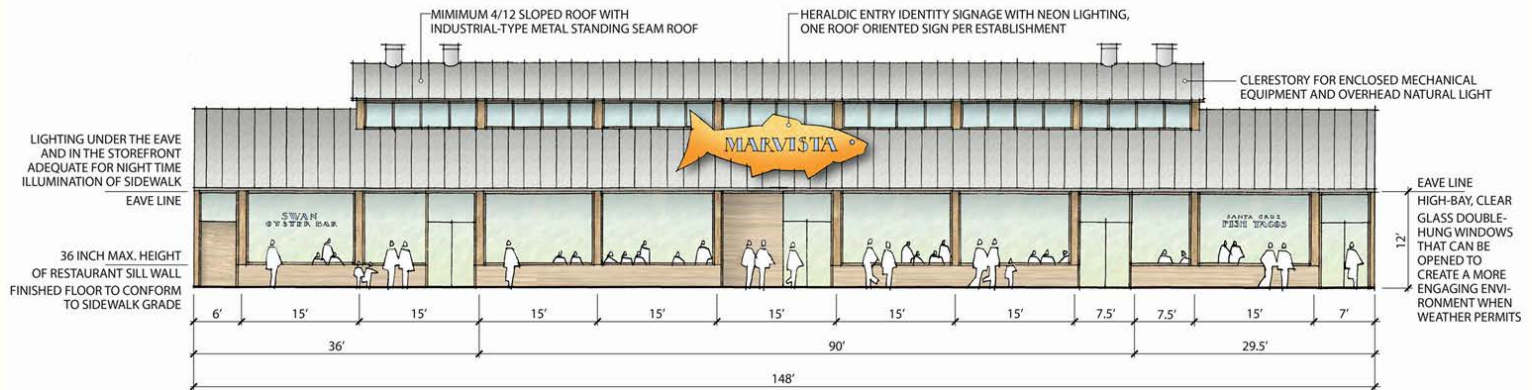
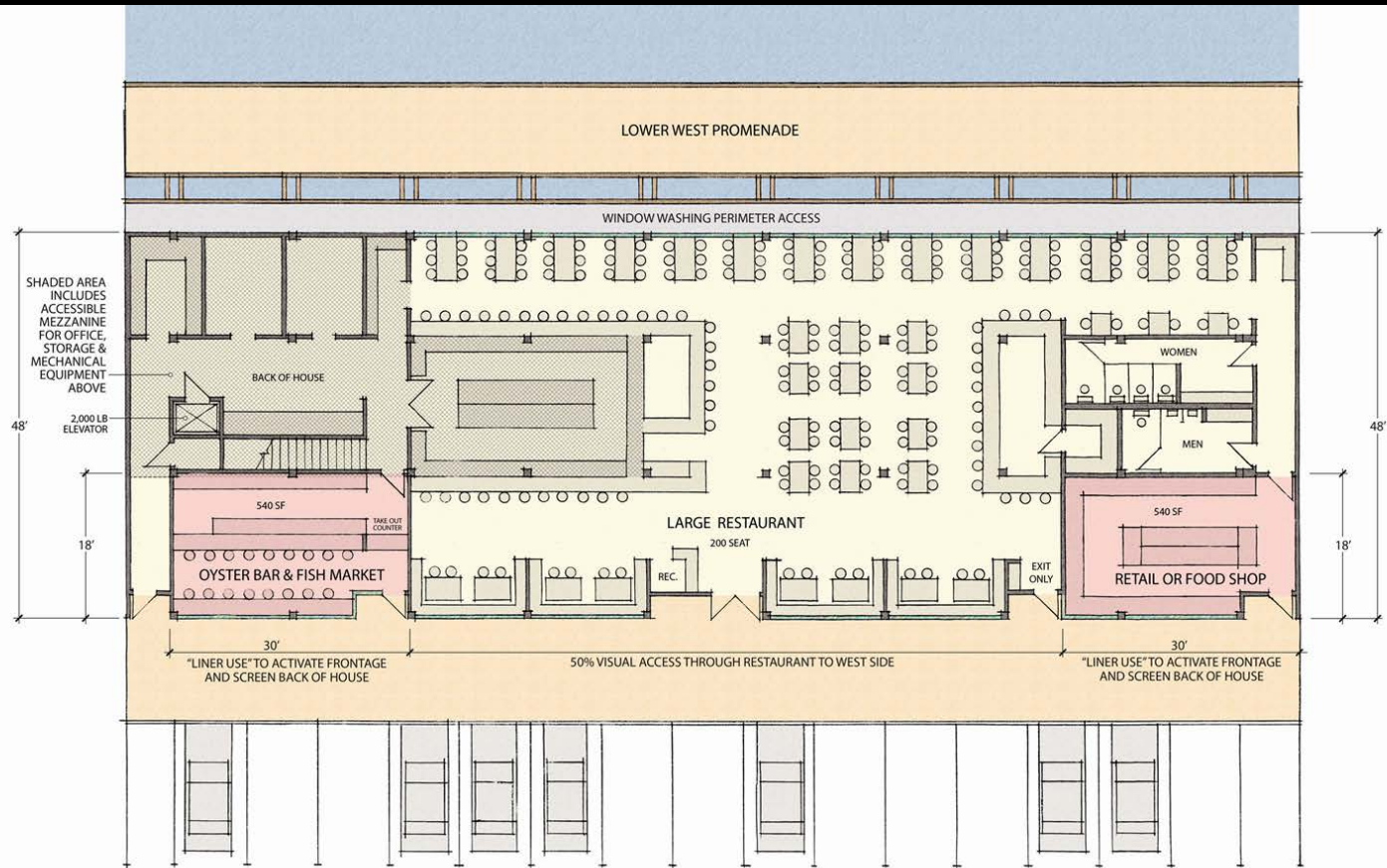
Introverted and Extroverted Character



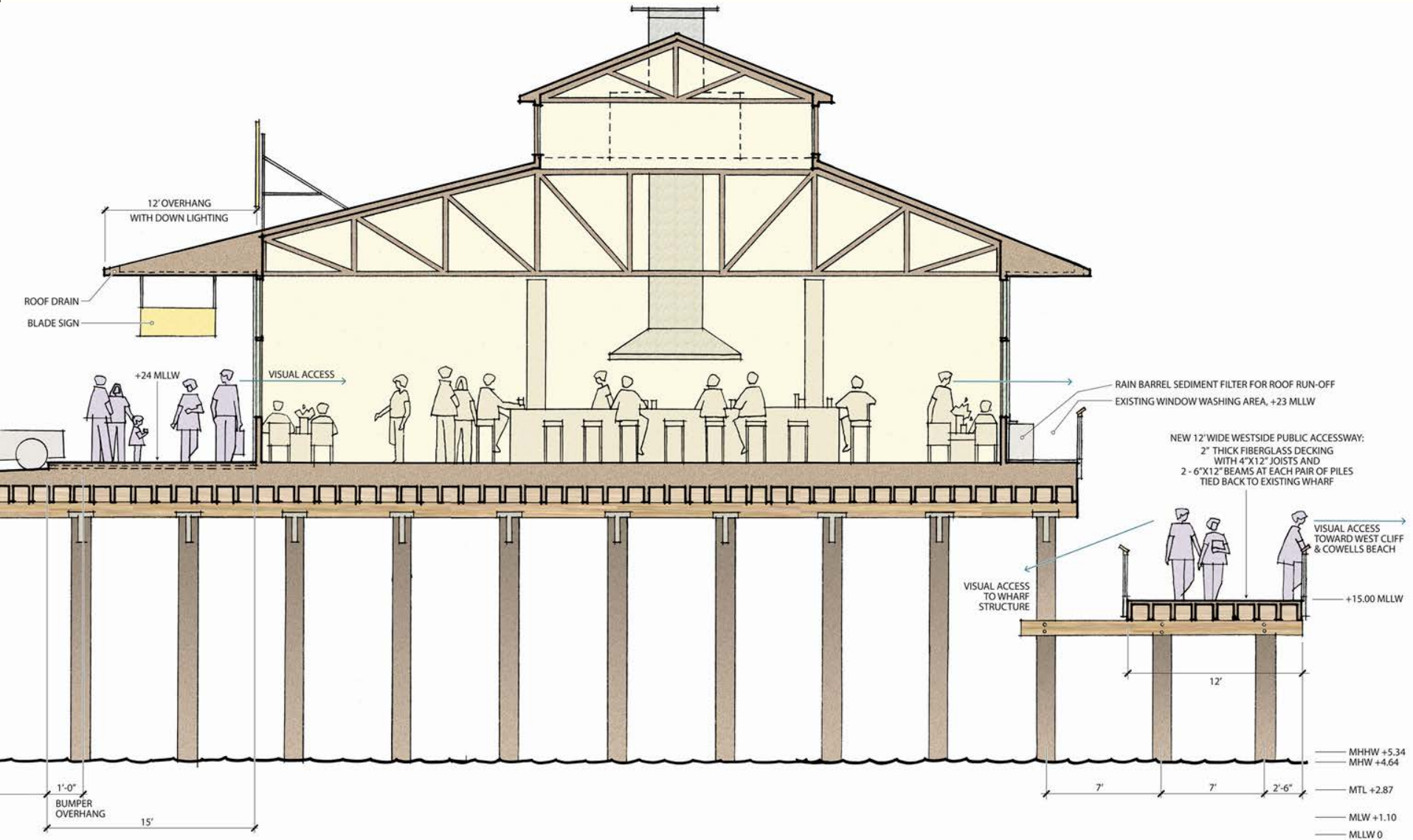
New Design Opportunities for Future Building Renovation



Design Standards for Major Restaurants



Encouraging Sloped Roofs and Encapsulated Mechanical Equipment



Rebranding the Wharf - Bringing New Energy and Activity

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WHARF

**Gateway
to the
Monterey Bay
National Marine
Sanctuary**

